



# CHANGEMAKER LETTERS

Now that you've got a great idea, you'll need to convince other people to get behind it. Whether you're asking for technical help, funding, or permission to put your plan in action, a well-crafted letter or email will present your idea in a way that makes people want to be a part of the change you're creating.

**PERSISTENCE**

**PERSUASIVE WRITING**

**VERBAL COMMUNICATION**



individual work within a group of 2-30 people



pencil, paper

**IDENTIFY YOUR AUDIENCE** Whose help do you most need to make your project a success? Now, practice those empathy skills and try to put yourself in that person's shoes. What do they care most about? What are their top priorities? Make a list, then think about how your project could help them meet some of those needs and priorities.

**PERSUADE** Write out a draft of your letter. Start by introducing yourself and telling a bit about your group—it always helps to make a personal connection. Next, describe the challenge you've taken on as a team. What problem(s) did you identify, and how do they negatively affect people? Then talk about the solution you are proposing, and describe the impact it will have. Let your reader know what will be improved by your project, with specific details about how your solution will make things better. Be sure to format your letter appropriately—you can find lots of great examples of business letters online. Be polite when addressing your reader, and keep your tone positive.

**INVITE** Let your reader know how they can help make your solution a reality. Make your request as specific as possible, let them know how they can get in touch with you with any questions they may have, and tell them you will call in a week to follow up on your request.

**SEND** Before you send your letter, it's always a good idea to get feedback. Swap letters with a friend, or ask your teacher or another adult to give it a read and offer suggestions. Add a stamp, and it's ready to go!